

Fish Bits

Fishy bites from around the globe

Boredom at bus stops, be gone

Your time waiting for a bus could be a tranquil experience—if you're in Brazil. A Brazilian advertising agency has decided the best way to get a marketing campaign across for their aquarium client was to take the real thing to potential customers. The campaign places real aquariums into bus shelters with real fish in them. Working with a local outdoor media company, the agency created an aquarium that could be mounted where print ads are usually placed in bus shelters, directly behind and above the seating area.

It only makes sense that the best ad message for a product is the product itself. Put it in front of people and let them experience it first hand. The campaign generated more than just curious looks and photo opportunities. It also led to an estimated 40 percent increase in sales for AquarioMania during the run of the ad. We wonder if it also made commuters more relaxed and calm too.

A thing of nightmares – Barry the Seaworm

If ever there was a real-life sea monster, it's Barry the giant sea worm. Discovered living in a U.K. aquarium, he is four feet long and vicious: He not only attacked the aquarium's coral reefs and prize fish (tipping staffers off that an invader was in their midst), but also bit through 20 pounds of fishing line and most likely ate and digested the bait—and hooks—on traps that were set out for an injured fish.

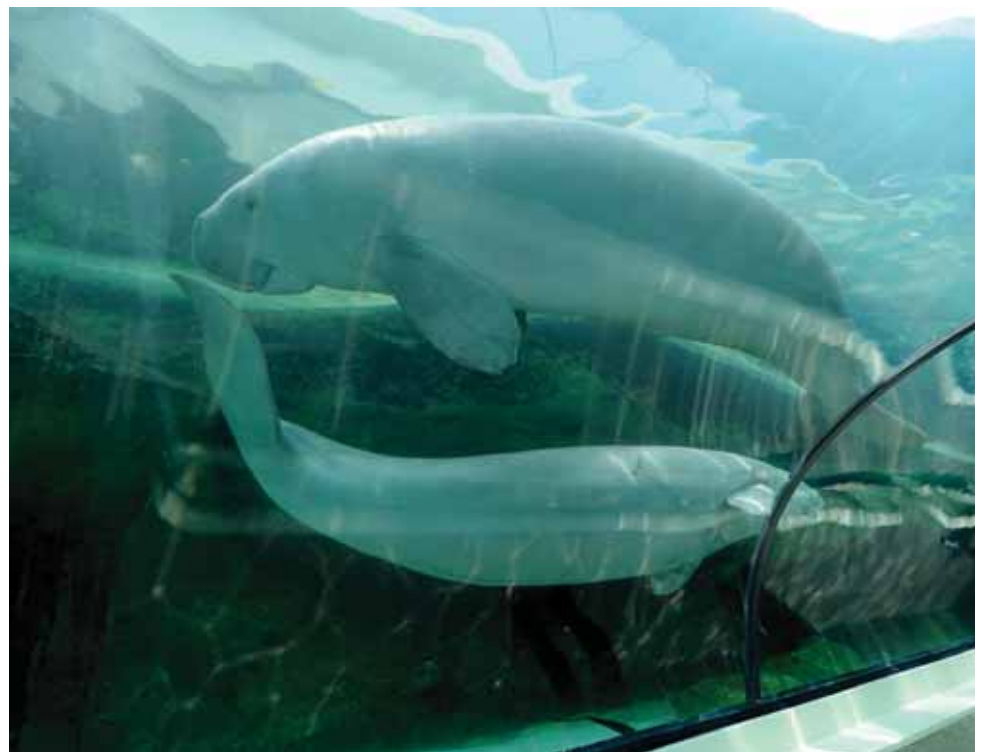
Barry might seem like a cute name but this large invader is really a monster. Aquarium officials believe Barry caught a ride on a delivery of coral but were unsure how long (pardon the pun) this interloper had been stalking the premises.

The worm was finally lured out with fish scraps and put in his own tank—though staffers hopefully didn't get too close to him in the process: This tropical polychaete worm, armed with thousands of bristles covering his body, can permanently numb humans with its sting. Big Bad Creepy Bazza!

Let us count the lettuce

Did you know that the two dugongs at Sydney Aquarium get fed 80-90 kilos of Cos lettuce each day? Pig and Wuru, who are currently residing at their inner city tropical water habitat, are fed lettuce that's been threaded into weighted custom-made feed plates that sink to the bottom of the exhibit. The lettuce substitutes for the dugong's natural low-nutrient diet of seagrass. Seagrasses are protected and are not harvested as it could impact the environment.

There are only five dugongs on exhibition anywhere in the world. Pig, a 10 year-old male and Waru, a four year-old female were relocated from Sea World, where they were raised after being rescued as orphaned calves. Their Sydney digs are maintained at a comfortable 24 degrees. Designed to replicate the dugong's natural habitat of northern Australian coastal waters, the tanks also feature turtles, schooling fish and rays. The dugongs are happy for you to visit their unique undersea world seven days a week.



Pig Et Wuru from Sydney Aquarium

Look for our new packaging
— in stores now

You'll notice our new look... They'll notice our new formulas

The Nutrafin brand has been re-launched with a modern, clear and well defined family look that ties together successful Nutrafin products while making it much easier to shop the brand.

With dosing caps and adhesive cling labels for more consumer oriented information, the Nutrafin water care line offers new products and updated versions of key items such as Nutrafin Cycle, supercharged with a new consortium of beneficial bacteria at a 5 X greater bio-mass to ensure fast responsive nitrification.

Nutrafin Max fish foods also with adhesive cling labels, now offer new formulations that feature no artificial colorants, more natural ingredients and more flakes in every container, better for your customer and your bottom line.

With new and updated versions of products, the Nutrafin brand is sure to improve present and future sales.

Go ahead, let your customers experience the Nutrafin Evolution that will help build your future.

Available from leading Aquariums and Pet Shops - in all States

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